



PERFORMANCE OF EQUITY MUTUAL FUNDS IN INDIA: AN ANALYSIS OF SELECT ASSET MANAGEMENT COMPANIES

L V Kamala Devi

Scholar Rayalaseema University, Assistant Professor, Bhavan's Vivekananda College, Sainikpuri, Hyderabad, Telangana, India

Prashanta Athma

Professor, Chairperson, Board of Studies, Department of Commerce, Osmania University, Hyderabad, Telangana, India

ABSTRACT

Financial System of the economy bridges a gap between people who have excess funds and the ones with deficit of Funds. Mutual Fund business has become a worthy option for Investment in Indian Financial Markets where majority of middle Indian families are those who want to get supreme return with a minimum risk and tax savings. The main objective of `selectivity on the return of select Mutual Fund Schemes and observes that fund managers diversification did not fetch much returns on the schemes selected in the study.

Key words: Rolling Returns, Beta, Asset under Management, Diversification and Selectivity.

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1. INTRODUCTION

Economy is highly influenced by the Financial System of that country. It basically comprises of two groups, ones with excess funds and ones with deficit of Funds. Financial System of the economy bridges a gap between these two groups by providing money to people who want from those who have. Mutual Fund industry has become a worthy option for Investment in our countries Financial Markets where majority of middle class families are those who want to get maximum return with a minimum risk and tax savings. The heart of a Mutual Fund lies in pooling money from various segments of stakeholders by issuing units, build a varied portfolio of shares, bonds and other investment devices, and finance the same in the Investment market. The main aim of Mutual Funds is to provide decent returns on the investment by lessening risk